# B.B.A. MARKETING SEMESTER BY SEMESTER PLAN

**SODERQUIST COLLEGE OF BUSINESS**  
**ACADEMIC YEAR 2024-2025**

## FRESHMAN YEAR

<table>
<thead>
<tr>
<th>Fall Semester - 14 Credit Hours</th>
<th>Spring Semester - 15 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1003 Introduction to Business</td>
<td>BUS 1123 Business Communications</td>
</tr>
<tr>
<td>COR 1002 Gateway Seminar</td>
<td>EGL 1023 English II</td>
</tr>
<tr>
<td>EGL 1013 English I</td>
<td>ATG 2183 Principles of Managerial Accounting</td>
</tr>
<tr>
<td>ATG 2173 Principles of Financial Accounting</td>
<td>Elective Elective #1</td>
</tr>
</tbody>
</table>

## SOPHOMORE YEAR

<table>
<thead>
<tr>
<th>Fall Semester - 17 Credit Hours</th>
<th>Spring Semester - 15 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HST 2013 Integrated Humanities I</td>
<td>HST 2023 Integrated Humanities II</td>
</tr>
<tr>
<td>ECN 2113 Principles of Microeconomics</td>
<td>BUS 2193 Business Statistics</td>
</tr>
<tr>
<td>MKT 2143 Principles of Marketing</td>
<td>ECN 2123 Principles of Macroeconomics</td>
</tr>
<tr>
<td>Elective Whole Person Wellness Elective</td>
<td>MGT 2173 Principles of Management</td>
</tr>
<tr>
<td>Elective Elective #2</td>
<td>Elective Elective #4</td>
</tr>
<tr>
<td>Elective Elective #3</td>
<td></td>
</tr>
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## JUNIOR YEAR

<table>
<thead>
<tr>
<th>Fall Semester - 15 Credit Hours</th>
<th>Spring Semester - 15 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 3113 Spreadsheet Analytics</td>
<td>BUS 3990 Internship</td>
</tr>
<tr>
<td>FIN 3003 Principles of Finance</td>
<td>MKT 3883 Digital Marketing</td>
</tr>
<tr>
<td>MKT 4113 Marketing Research</td>
<td>MKT 4123 Integrated Marketing Communication</td>
</tr>
<tr>
<td>BUS 4253 Business Law and Ethics</td>
<td>INT 4103 Global Environment of Business</td>
</tr>
<tr>
<td>Elective Marketing Elective #1</td>
<td>BBL 2013 Essentials of Evangelical Theology</td>
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<tr>
<td>Elective Elective #5</td>
<td>Elective Elective #6</td>
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## SENIOR YEAR

<table>
<thead>
<tr>
<th>Fall Semester - 15 Credit Hours</th>
<th>Spring Semester - 14 Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MKT 4173 Marketing Strategies</td>
<td>BBL 2022 Essentials of Christian Formation</td>
</tr>
<tr>
<td>Choice ENT 4993 or BUS 4993</td>
<td>Elective Marketing Elective #2</td>
</tr>
<tr>
<td>Elective Natural Science Elective #1</td>
<td>Elective Arts and Humanities Elective</td>
</tr>
<tr>
<td>Elective Elective #6</td>
<td>Elective Natural Science Elective #2</td>
</tr>
<tr>
<td>Elective Elective #7</td>
<td>Elective Elective #8</td>
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</table>

![JBU Business](image)